

From: [L.A. Area Chamber](#)
To: [Kent Smith](#)
Subject: L.A. Business This Week: Investing in the Future Workforce Right Now
Date: Thursday, July 09, 2015 5:51:54 PM

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Thursday | July 9, 2015

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IN THIS ISSUE

This Week At The Chamber
Read about the latest Chamber activity

Member News
Read good news from Chamber members

Issues of Interest
Read about important issues to business

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INVESTING IN THE FUTURE WORKFORCE
RIGHT NOW

The Chamber joined L.A. Mayor Eric Garcetti and L.A. County Supervisors Don Knabe, Mark Ridley-Thomas, Hilda Solis and Sheila Kuehl to celebrate the launch of HIRE LA's YOUTH. This high-performing L.A. City and County-program will provide more than 20,000 youth with job skills training, financial literacy skills and what are often first-time paychecks. The Mayor acknowledged the Chamber and its members for their continued commitment to youth. Special recognition was given to **Citibank** and **Starbucks** for their contributions to the program. The Chamber thanks the following members for their support: **Metro**, **Cedars Sinai Health System**, **Chik-Fil-A**, **Kaiser Permanente**, **Parsons Corporation**, **UPS**, **Metropolitan Water District**, **AT&T**, **Sidley Austin LLP**, **Cox, Castle & Nicholson LLP**, **Nederlander of California, Inc.**, **McDonald's Corporation**, **Albertsons/Vons/Pavilions** and **Susan Barilich**,

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CHAMBER ADVERTISEMENT

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COMING UP AT THE CHAMBER

WED | July 15
Connect for Lunch
[more info & register](#)

THURS | July 16
Westside Connect
[more info & register](#)

THURS | July 16
L.A.'s Largest Mixer
[more info & register](#)

FRI | July 17
Closing the Skills Gap
[more info & register](#)

FRI | July 17
Energy, Water & Environmental Sustainability Council
[more info & register](#)

OVERHEARD

"I have been given the confidence and the opportunity to succeed."

—**Kam Henry**, student of Hire L.A.'s Youth

P.C.

The Chamber is calling on business leaders to provide young adults with pathways to crucial entry-level work experiences. [Find out more](#) or [register](#) today. Contact [Maria Nieto](#), 213.580.7599.

L.A. region becoming hub for ed-tech startups

 The **Los Angeles Times** yesterday highlighted the Chamber's goal to position L.A. as the hub for educational technology. Silicon Valley and New York City are currently the areas most known for this emerging digital sector, but Sean Arian, vice president of innovation and emerging technologies at the Chamber, noted, "If you look at what some of the best educational technology does, it integrates things that appeal to students — like gamification, video games and compelling narratives. L.A. does them better than any place else."

BirdBrainEducation, a client of Bixel Exchange, is one such ed-tech that offers online science articles at multiple reading levels. Read the full [article](#).

Hire a U.S. Hero

 The Chamber is partnering with L.A. Mayor Eric Garcetti's office for the 10K Strong Veterans Career Summit on July 14 at **L.A. Trade Tech College** and Patriotic Hall. This hiring fair is free for companies to participate in, attend and connect with a diverse, talented pool of Veterans for hire. For a full schedule and registration, visit the [Website](#).

Building a brand

 On Wednesday, the Chamber's Small Business Owner's Roundtable featured Julie Thorne Engels, CEO of Tribemint, who shared an overview of the key elements of branding, along with today's most effective social media platforms. Engels discussed how business owners can clear through the clutter of the App store and customize their social media platforms to effectively reach and build lasting relationships with their customer base. Contact [Catalina Aldridge](#), 213.580.7590.

MEMBER BENEFITS

Adding value to your Chamber membership

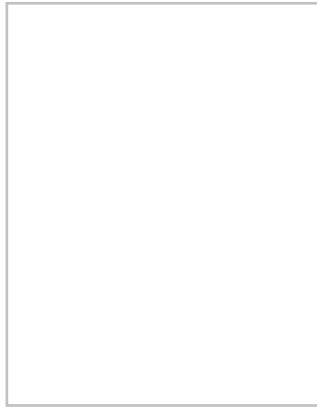
ISSUES AND OPPORTUNITIES OF INTEREST

Come welcome the Special Olympics flame as it arrives tomorrow in L.A.!

You are invited to cheer on Special Olympics athletes and our local community, as they carry the Special Olympics Flame of Hope and to celebrate the culmination of the Unified Relay Across America. Join the event Friday, July 10 2 - 3:30 p.m. at the **Bank of America** Plaza (Outdoor Plaza Area 333 South Hope Street). RSVP is not required.

Pick up some swag to celebrate the ride

As **Metro** celebrates 25 years of rail service, they will be handing out Metro commemorative T-shirts, pins, tote bags and postcards at various events throughout the month of July. You can visit the [Website](#) for the event listing, and follow Metro on [Twitter](#) or [Instagram](#) to find out which items will be available at each event.



MEDIA HIGHLIGHTS

Ed-Tech Start-ups Envision L.A. as Hub for the Growing Sector

Techwire.net

July 9. Read more

Ed-tech start-ups envision L.A. as a hub for growing sector

Los Angeles Times

Los Angeles Times
July 9, Read more

Attorney General Kamala D. Harris Announces Recipients of Inaugural Smart on Crime Awards at Recidivism Reduction Roundtable

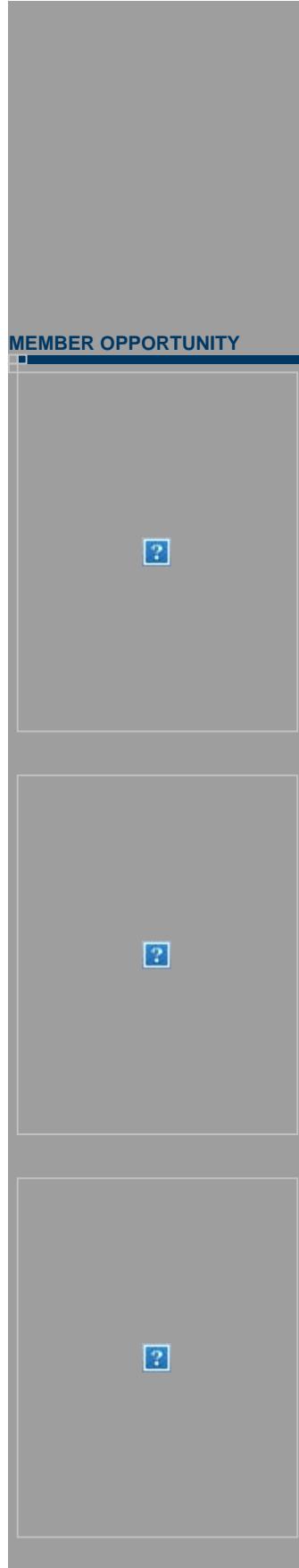
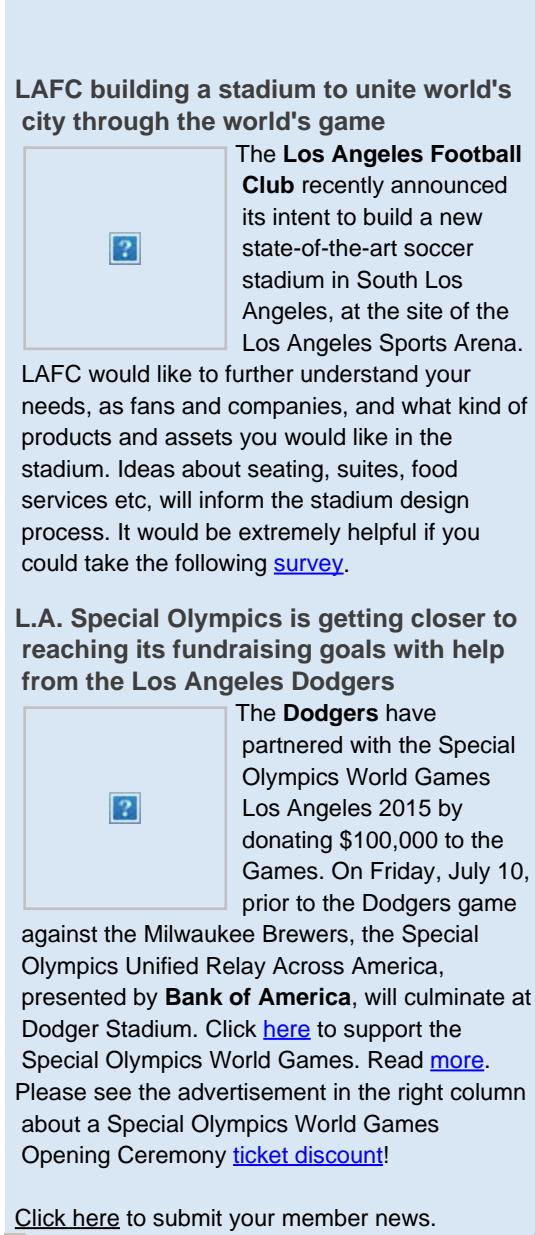
Roundtable

Imperial Valley News
July 8. [Read more](#)

L.A. Asks Makers to Stand Up and Be Counted

PublicCEO.com

July 1 Read more





The Los Angeles Area Chamber of Commerce is the voice of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information, visit lachamber.com

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L.A. Area Chamber | 350 S. Bixel St. | Los Angeles | CA | 90017